

PUBLIC WORKS

BUDGET UNIT: CALICO GHOST TOWN MARKETING SERVICES (SPS CCR)

I. GENERAL PROGRAM STATEMENT

This special revenue fund was established in 1997-98 to provide separate accountability and operations of marketing services for Calico Ghost Town Regional Park. These services include advertising and marketing for special events such as Calico Days, Spring Festival, Hullabaloo, the Fine Arts Show, and other smaller events. Three-percent of the Calico Ghost Town concessionaire's gross sales, as well as 15% of the park's admission fees, are used to finance these services.

II. BUDGET & WORKLOAD HISTORY

	Actual 2000-01	Budget 2001-02	Actual 2001-02	Budget 2002-03
Total Appropriation	387,046	442,022	364,750	405,156
Total Revenue	344,362	380,000	317,156	389,300
Fund Balance		62,022		15,856
Budgeted Staffing		-		1.0

In accordance with Section 29009 of the State Government Code, the entire unreserved fund balance must be appropriated each year. Accordingly, actual expenditures in this fund are typically less than budget. The amount not expended is carried over to the subsequent year's budget. Revenues were under realized due to concessionaire sales and admission fees being less than anticipated resulting from a fire occurring at the Park during the fiscal year.

III. HIGHLIGHTS OF BOARD APPROVED CHANGES TO BUDGET (see attachments for detailed changes)

STAFFING CHANGES

Budgeted staffing has been increased by 1.0 to reflect the addition of a Marketing Coordinator for Calico Ghost Town Regional Park. This position will be responsible for developing marketing strategies and relationships with key local media (television, radio, and newspaper), representing the regional park with the Barstow area Chamber of Commerce and Barstow tourism organization, coordinating all filming (both commercial and non-profit) taking place at the Ghost Town, and responding to public relations and promotional information requests. This position will also assist in the coordination of familiarization tours and other special events.

PROGRAM CHANGES

None.

GROUP: Economic Development/Public Services
DEPARTMENT: Public Works - Calico Ghost Town Marketing Services
FUND: Special Revenue SPS CCR

FUNCTION: Rec & Cultural Svcs
ACTIVITY: Promotion

	2001-02 Actuals	2001-02 Approved Budget	2002-03 Board Approved Base Budget	2002-03 Board Approved Changes to Base Budget	2002-03 Final Budget
<u>Appropriations</u>					
Salaries and Benefits	-	-	-	47,130	47,130
Services and Supplies	364,750	442,022	442,022	(83,996)	358,026
Total Appropriation	364,750	442,022	442,022	(36,866)	405,156
<u>Revenue</u>					
Use of Money & Prop	58,919	60,000	60,000	5,500	65,500
Current Services	102,138	150,000	150,000	(5,000)	145,000
Other Revenue	156,099	170,000	170,000	8,800	178,800
Total Revenue	317,156	380,000	380,000	9,300	389,300
Fund Balance		62,022	62,022	(46,166)	15,856
Budgeted Staffing		-	-	1.0	1.0

PUBLIC WORKS

Board Approved Changes to Base Budget		
Salaries and Benefits	<u>47,130</u>	1.0 Contract marketing coordinator to perform promotional services at Calico Ghost Town.
Services and Supplies	<u>(45,756)</u>	Decrease in marketing and advertising.
	<u>(21,900)</u>	Decrease in brochure distribution and printing.
	<u>2,000</u>	Increase in courier services.
	<u>(18,340)</u>	Decrease in contract services and set up of special events.
	<u>(83,996)</u>	
Total Appropriations	<u>(36,866)</u>	
Revenue		
Use of Money & Prop	5,500	Increased interest revenue.
Current Services	(5,000)	Decrease in gate receipts.
Other Revenue	8,800	Increase in revenue generated from special events.
Total Revenue	<u>9,300</u>	
Fund Balance	<u>(46,166)</u>	